(b) whether there is any agency to monitor the compliance of code for commercial advertisements by Doordarshan and other private channels; and

(c) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY) :(a) to (c) Doordarshan previews storyboards of all proposed advertisements to check that they are in accordance with Doordarshan's 'Code for Commercial Advertising '. If it is noticed that unapproved advertisements are aired on Doordarshan's channel, penalty under the rules is imposed on the concerned advertising agency in addition to stopping of unapproved ads.

The programmes of foreign Satellite channels are uplinked from outside the country and therefore, do not fall under the ambit of Indian laws of now, unless decoders are required for their reception, in which case their programmes/advertisements, when transmitted through a cable operator, are required to adhere to the programme/advertisement codes prescribed under the Cable Television Networks (Regulation) Act, 1995. In so far as Indian private channels uplinked from within the country are concerned, their programmes are required to adhere to the programme and advertisement codes followed by Doordarshan. Moreover, they are subject to other laws of the land. Under Section 18 of the Cable TV Networks (Regulation) Act, officers designated by the State Governments can take cognizance of violations of advertisement code.

Quality of Kannada Programmes On DD-9

2518. SHRI K.C. KONDAIAH: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:—

(a) whether Government are aware that DD-9 is less accessible when compared to DD-1 in Karnataka;

(b) if so, whether any proposal to make the DD-9 a terrestrial channel; and

(c) the steps proposed to be taken to improve the quality of Kannada programmes being shown on DD-9?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY): (a) In satellite mode, programmes of both DD-1 and DD-9 channels are available in the entire country and can be received by using an appropriate dish antenna system. Programmes of DD-1 channel are available in terrestrial mode also and about 75.2% of population of Karnataka is estimated to be covered by existing transmitters.

(b) No, Sir.

(c) It is the continuous endeavour of Doordarshan to improve the quality of programmes being telecast, based on the audience response and demands of a public service broadcasting organization. Since January 1, 2000, the Kannada satellite channel telecasts programmes round the clock. Further, Doordarshan proposes to add more variety to the programmes in this channel.

Financial aid given to Prasar Bharati

†2519. DR. D. MASTHAN :

SHRI BALWANT SINGH RAMOOWALIA : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether it is a fact that Prasar Bharati was given the status of statutory corporation by Government in July, 1997.

(b) whether it is also a fact that the said institution has been given financial aid every year in the past by Government; and

(c) if so, the total financial aid provided to Prasar Bharati through various sources by Government till the end of December, 1999 ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY) : (a) Prasar Bharati (Broadcasting Corporation of India) has been established with effect from 23-11-97.

(b) Yes, Sir.

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†Original notice of the question was received in Hindi.